

TO: Sonya Rush (PM)/Beth Chiarucci (LBCo)

DATE: September 17, 1997

FROM: Shari Teitelbaum (PM)/Diane Weil (LBCo)

SUBJECT: Virginia Slims Hispanic Research - Final Report

Attached is the moderator's report from the Virginia Slims Hispanic research. The objective of this research was to better understand the lifestyle, values, and attitudes of Hispanic women smokers, as well as to explore perceptions and relevance of Virginia Slims among this audience. The goal is to provide input to make the brand more relevant to female adult Hispanic smokers. Key findings and implications are summarized below.

Methodology

A total of nine mini-focus groups were conducted on August 18th-19th in Chicago among 21-44 year old female Hispanic Virginia Slims and competitive 100's smokers. Three of the mini-groups were conducted among 25-44 year old VS smokers with the other six among competitive 100's smokers -- three groups ages 21-29 and three ages 35-44. The groups were divided evenly among Cuban/South American, Mexican/Central American and Puerto Rican/Dominican smokers.

Key Learning/Implications

Overall, there was little difference in category perceptions or reactions to the ads based on country of origin.

A cigarette for women smokers, especially Virginia Slims, was viewed very favorably among this audience. Virginia Slims in particular was perceived to be an elegant, sophisticated, well-known, feminine and light-tasting cigarette.

These Hispanic female smokers placed great importance on their families, especially raising their children. They dream of attaining financial freedom, having a nice house and car and traveling. Not surprisingly, the young adult smokers (21-29) are more interested in shopping, dancing, attaining an education and having a career. Friendship plays a secondary role to family in these smokers' lives.

The "IAWT" campaign was appealing and relevant to this audience. The ads were thought to be humorous, portraying real situations in a woman's life, and specifically designed for women. The finished ads communicated a sense of specialness, femininity and distinction. Of the five finished ads shown, "Anniversary", "Flowers" and "Mascara" were the easiest for these smokers to identify with.

The appeal of an ad seemed to be based solely on the situation that is depicted in it. That is, there was no one element that stood out as being the type of ad that these Hispanic female smokers liked best. Witty, real and humorous ads were well-liked, while those that were perceived to be too pushy were rejected. With that in mind, the Pool 3 executions which generated the most appeal and relevance were: "Try, Try Again", "Get Zipped", "Stand Up Gals" and "In the Mood". In contrast, "Open Up" and "On Your Feet" were thought to be somewhat pushy and were therefore less appealing.

The tagline that was felt to be the most appropriate for these ads was "Es Asunto de Mujeres" (It's a Woman Thing), since it summarized the female-oriented theme for Virginia Slims. The other tagline ("Hay que Ser Mujer") was taken literally by respondents and therefore had little meaning.

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Attachment

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